TOPICS | The course will include the following

- Entrepreneurial Leadership
- Building a Team, including Gallup's StrengthFinder™
- Lean Method and Business Model Canvas
- Identifying the Problem
- Defining your Market

- Go-to-Market and Business Models
- Capital/Fund Raising – Venture Capital
- Scaling and Growing your company
- Psychology of Running Your Company
- Telling Your Story (Pitching)

MENTORS AND THOUGHT LEADERS

Patrick Chung | Current CEO of Zeerow. Patrick was also the co-founding Managing Director of SK telecom ventures, the $100m venture arm of Korea's leading mobile carrier based in Palo Alto, CA. JD (New York University School of Law), BA (University of California, Berkeley).

Joan Wrabetz | CTO of Qualisystems, Venture Partner with BlueStream Ventures and previous Vice President and Chief Technology Officer at EMC. Joan has over 20 years of executive management experience at private and public companies and technology start-up companies

Chris Shipley | Leading technology analyst for more than 25 years. Since 1984, Chris Shipley has identified startups that are driving market disruption. As leader of the DEMO Conference (1996 to 2009), she helped more than 1,500 companies go to market. A journalist, analyst and innovative thinker, Chris focuses her work on entrepreneurs who are making sustainable impact in the world.

Dean Sivara | Vice President of Ideation at SAP. Graduate of University of Pennsylvania – The Wharton School and Stanford University.

Frank Vargas | Partner of Rimon Law, Frank has founded multiple companies with several successful exits.

Barry James Folsom | Frost & Sullivan's 2002 CEO of the Year, Barry is a visionary strategist and operational executive who alters the game by using innovation as the basis for delivering sustaining profitable growth and consistently improving margins. CEO of public and private companies, with over 35 years of executive management and strategic marketing experience in digital media, internet and high tech, he has a successful track record of rapidly growing divisions and companies into billion $ category leaders.

Richard Murdock | Partner and CFO at RONA Holdings LLC, a unique venture investment firm located in Silicon Valley. RONA specializes in early stage companies and in addition to financing, provides hands-on management expertise. He is also an experienced interim CFO to over 60 startups across a wide range of industries. MBA (Stanford).

Sam D. Haddad | Sam has more than 30 years' experience in engineering R&D, management consulting, new product development, vibration/acoustics problem solving and training for some Fortune 500 companies. These include Nvidia, Applied Materials, IBM, CISCO, SAIC, NASA, EPRI and US Navy & US Army. Dr. Haddad also has served on boards of companies, on the Advisory Council of Silicon Valley Association of Startup Entrepreneurs and on the Board of Advisors of Technology Ventures Corporation.

About Thinktomi

Thinktomi is an innovative School of Business based in Silicon Valley, Calif. that teaches students worldwide how to develop both the mindset and skill set of the Valley's most successful entrepreneurs, and how to start, build and scale their own companies to global markets.

How to Apply: Email info@thinktomi.com to get started.

Thinktomi
585 Broadway
Redwood City, CA 94063 USA
Phone: 1. 650.817.TOMI (8664) | Email: info@thinktomi.com
www.thinktomi.com

Harrisburg University of Science and Technology
326 Market Street
Harrisburg, PA 17101 USA
1. 717.901.5103
www.HarrisburgU.edu

www.facebook.com/thinktomi | @thinktomi, @manojf

www.Facebook.com/HarrisburgU   www.Twitter.com/HarrisburgU

HU@ SILICON VALLEY ENTREPRENEURSHIP

A graduate level course offered in Silicon Valley by Harrisburg University and Thinktomi

thinktomi | **HARRISBURG UNIVERSITY OF SCIENCE AND TECHNOLOGY**

Silicon Valley is world-renowned for its entrepreneurial ecosystem, its track record of incubating world-changing companies and creating revolutionary business models. Governments from many countries have used Silicon Valley as a blueprint to develop innovation centers and start-up incubators. A stay in Silicon Valley is a must for anyone contemplating entrepreneurship and studying entrepreneurial thinking. **Thinktomi**, **Silicon Valley's Business School of Innovation**, in partnership with **Harrisburg University of Science and Technology,** a US accredited private-nonprofit university in Pennsylvania, offers a unique, fully accredited graduate course in entrepreneurship education in Silicon Valley.

Duration	**10 Days**
Cost	**$6000** (Tuition and Residence)
Residence	**Included** (Excludes Meals & Airfare)
Academics	**3 credit graduate course**	Entrepreneurship, Innovation and Start Ups
Majors	**All undergraduate majors**
Eligibility	**Minimum GPA** (out of 4)	3. English proficiency

ENGLISH
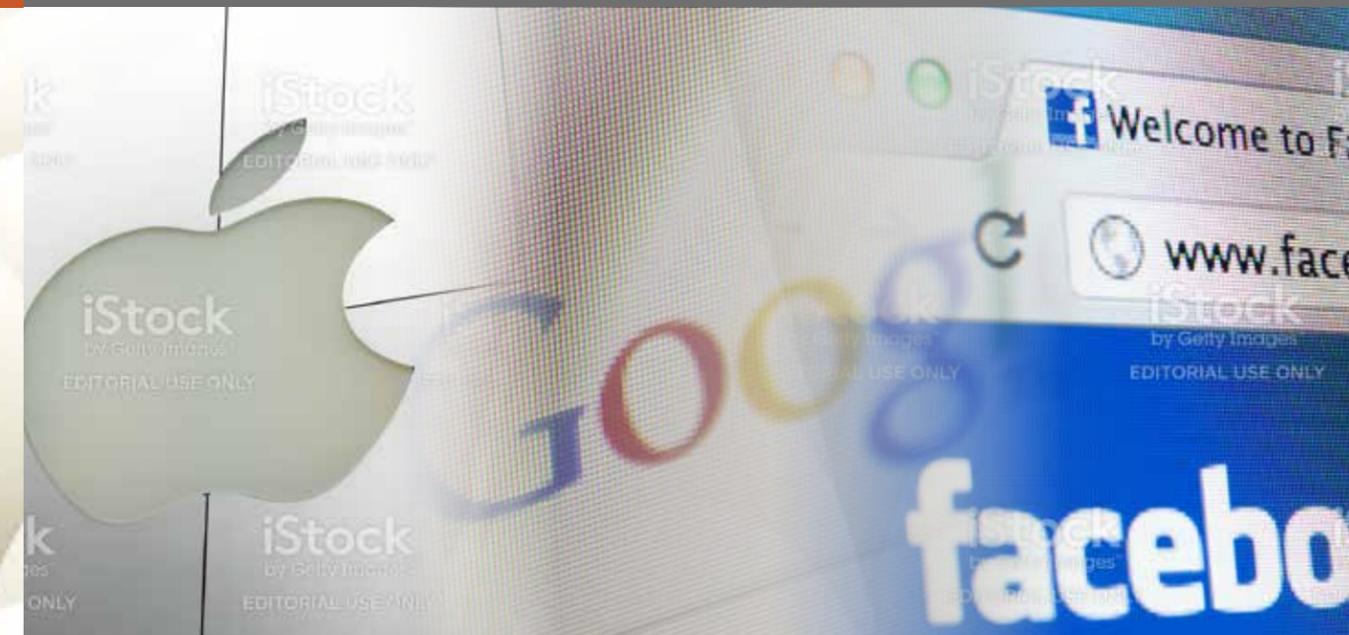
Silicon Valley Entrepreneurship

English Immersion

Graduate Level Course Credit

This program combines a high quality academic offering with an English language immersion experience in Silicon Valley Startup Ecosystem that includes interaction with thought leaders, entrepreneurs, visits to start-ups, tech industry and bio-tech businesses, as well as participation in cultural events.

This course is an English language immersion experience and participants will receive many opportunities to practice and perfect their English language skills, culminating in a written pitch deck and a practiced presentation.

Course Description | Entrepreneurship, Innovation and Start-Ups (3 credits)

Entrepreneurship has fanned out around the globe, but its center of excellence undoubtedly lies in Silicon Valley. This is where the "innovation – venture capital – startup" engine that created powerhouses like **Apple**, **Cisco**, **Facebook**, **Google**, and **Intel** began. Every day, groundbreaking companies such as **PayPal**, **Netflix**, **Uber**, **Tesla**, and **Airbnb** are challenging the status quo, transforming age-old industries, and changing our lives in profound ways. Students interested in founding, growing, or leading a startup would benefit tremendously from this two week workshop-style course where they will hear from Silicon Valley thought leaders and entrepreneurs as they work on creating their own startup.

Course Format

The course will be offered in a workshop format, combining talks from instructors and Silicon Valley thought leaders. The goal of the course is to pitch the idea with an initial plan by the end of 2 weeks.

Our speakers and trainers are experienced leaders and startup ecosystem thought leaders, who have built successful businesses, law practices, investment funds, and social enterprises in Silicon Valley and beyond. These speakers will present dynamic, real world content, real case studies and personal stories to the participants. Each presenter has more than 15 years of experience in their field and has been carefully selected because of their extensive network and influence in major Silicon Valley companies.

Learning Outcomes

- What is entrepreneurial thinking and how to apply it, whether it is to create new ventures or to innovate within existing organizations? What constitutes an entrepreneurial ecosystem?
- How to develop an idea, define a product and business around it and how to clearly communicate this concept efficiently and effectively.
- What are some hurdles faced by entrepreneurs in Silicon Valley and how to overcome them?
- How to think innovatively and come up with new ideas
- The fundamentals of market research and how to choose your target customer
- Business Models, Finances, Capital, Revenue and Sustainability
- Critical Reading, Conversational Interactions, Networking, Business Writing and Verbal Presentation Skills